



Zoning impacts everyone and public engagement is a crucial tool that helps the City listen to and learn from Edmontonians. Since 2018, the City has made a concerted effort to bring Edmontonians along on the journey, helping them understand how zoning impacts Edmonton, its residents and their experiences through focused research, community conversations, discussions with stakeholder groups and public engagement.

This document provides highlights of key public engagement activities at each phase of the initiative. Various other engagement activities and presentations were conducted throughout all phases of the initiative. Details of all engagement activities can be found within the What We Heard Reports which are linked below.

The following steps were taken to help reduce barriers for Edmontonians to participate in engagement activities:

- + used simple language and avoided the technical terminology, where possible
- + developed resources to break down complex zoning topics
- + reached out to communities and met people where they were at (such as pop-up events)
- + combined engagement activities with other City projects to reduce engagement fatigue
- + used a variety of traditional and digital marketing and communications tactics to invite a wide range of Edmontonians to participate
- + ensured people from underrepresented and marginalized communities were invited to participate

Phase 1 - Research and Foundations (2018 - February 2021)

This phase of the initiative focused on research and analysis, and leaned into public engagement to help inform the philosophy and direction of the initiative.

Pre-initiative Engagement: From 2018 to 2019, Edmontonians participated in engagement activities to help shape the initiative's foundations, including new potential direction for new zoning regulations and alignment with longer-term, city-building goals. A complete summary of engagement activities can be found in the [2018 & 2019 Public Engagement Events: What We Heard Report](#).

2018 and 2019 Engagement Snapshot

- + 692 participants
- + 10 pop-up sessions
- + 8 facilitated workshops
- + 1 online survey

Discussion Papers: From July through November 2020, Administration released a series of discussion papers that presented the new Zoning Bylaw's philosophy and a preliminary approach to land use regulations. These papers

were supported by public engagement, where Edmontonians were able to share feedback through Engaged Edmonton and a number of virtual sessions, presentations and conversations. A summary of engagement activities can be found within the [Discussion Papers What We Heard Report](#).

Discussion Papers Engagement Snapshot

- + 12 Discussion Papers
- + 4,238 visits to Engaged Edmonton
- + 6 Digital information Sessions
- + 15 Stakeholder Meetings & Presentations

City Plan Engagement Data Analysis - Zoning: The City Plan was formed based on input from thousands of Edmontonians between 2018-2020, and sets new directions for Edmonton’s long term growth and planning. The comprehensive nature of the plan and its engagement means that it can inform at a fundamental level the city-building outcomes of other planning work. The City Plan’s engagement data was re-analyzed through a zoning lens, in support of the development of Edmonton’s new Zoning Bylaw. Results of this analysis can be found within the [City Plan Engagement Data Analysis: Zoning](#).

Community Conversations: In November 2020, conversations with 23 community members were facilitated to explore and understand how zoning impacts Edmontonians’ daily lives. Explicit attention was given to ensure people—specifically Black, Indigenous and racialized, underrepresented and marginalized communities—were invited to participate. The [GBA+ & Equity Toolkit Community Conversations Summary](#) highlights insights shared while honing in on perceptions of zoning and the barriers it has created, as well as potential solutions.

Phase 2 - Develop and Build (February 2021 - April 2023)

This phase of the initiative focused on writing and refining the draft Zoning Bylaw and preparing the Rezoning Map.

Initiative Direction and Approach: In June and July 2021, Administration further explored the approach to zones, uses and residential areas with Edmontonians. This engagement aimed to test, confirm and refine the new Zoning Bylaw’s direction and approaches. Engagement activities and results can be found in the [What We Are Hearing Report: June & July 2021](#).

Indigenous Engagement: In the fall of 2021, Administration hosted a virtual round table with Indigenous organizations and three separate virtual engagement sessions with Indigenous Memorandum of Understanding partners to share and receive ideas and perspectives to help guide the initiative. The sessions and round table served as a starting point to build relationships and foster shared understanding.



Youth Engagement: In 2021, in collaboration with Edmonton Public Schools and City Hall School, students shared their ideas around land use and concepts like housing, open space and mobility through a variety of engagement activities. Ideas were incorporated into *The Builders* comic book which was printed and distributed across schools and libraries in Edmonton in the spring of 2022. More information can be found in the [Youth Engagement Report](#).

Draft Zoning Bylaw and Rezoning Map: From September through December 2022, Administration released the draft Zoning Bylaw and “Know Your Zone” Rezoning Map on Engaged Edmonton for public feedback. Engagement activities included a series of online and in-person engagement sessions, including open houses, pop-ups, digital workshops, zone testing workshops and ‘Chat with a Planner’ sessions. The [Phase 2 What We Heard Report](#) provides a summary of the engagement activities and results.

September - December 2022 Engagement Snapshot

HOW WE LISTENED

- + 6 online workshops
- + 14 open houses
- + 13 pop-up events
- + 3 zone-testing workshops
- + 30+ stakeholder meetings and presentations
- + 12 ‘Chat With a Planner’ virtual meetings
- + 36 emails received via zoningbylawrenewal@edmonton.ca
- + 21 general feedback form responses
- + 10,600+ Engaged Edmonton webpage views
- + 48,635 views and 849 comments on the draft Zoning Bylaw
- + 26,269 views and 66 comments on the Overview of the draft Zoning Bylaw
- + 3,500+ comments received altogether

WHO WAS ENGAGED

- + Residents, property owners, and community league representatives
- + Non-profit organizations, school boards and other public agencies
- + Business Improvement Area (BIA) representatives
- + Developers and builders
- + Regional partners
- + University of Alberta students and youth
- + Equity-seeking groups
- + Indigenous groups
- + Technical reviewers/agencies

Phase 3 - Finalize (May - October 2023)

Phase 3 concludes Administration’s multi-phase public engagement process. This phase of the initiative focuses on the final review and refinement of the draft Zoning Bylaw and “Know Your Zone” Rezoning Map, as well as notification for the City Council Public Hearing which is scheduled for October 2023.

Refine-level Engagement: From May 1 to 31, 2023, the refined draft Zoning Bylaw, Overview of the New Zoning Bylaw and “Know Your Zone” Rezoning Map were released for review and feedback at the Refine-level. Engagement activities included virtual information sessions, ‘Chat with a Planner’ sessions and opportunities to ‘share ideas’

through virtual post-its on the Engaged Edmonton website. A What We Heard Report will be prepared and posted to the initiative's website by the end of August 2023.

May 2023 Engagement Snapshot

HOW WE LISTENED

- + 1 online permanent signs workshop
- + 2 virtual information sessions
- + 6 Industry and Community meetings (200+ participants)
- + 20 'Chat With a Planner' virtual meetings
- + 84 emails received via zoningbylawrenewal@edmonton.ca
- + 50 'ideas' submitted through virtual post-its
- + 18,297+ visitors Engaged Edmonton
- + 6,703 views and 599 comments on the draft Zoning Bylaw
- + 2,985 views and 102 comments on the Overview of the draft Zoning Bylaw
- + 1,400+ total comments received

Advise-level Engagement: During the engagement period in May, Edmontonians asked for the opportunity to continue sharing feedback on the draft Zoning Bylaw. In response, Administration provided an additional two-month Advise-level engagement period. From June 1 to July 30, 2023, Edmontonians provided input on the draft Zoning Bylaw by taking a short online survey, sharing an 'idea' through virtual post-its on the Engaged Edmonton website or emailing the Zoning Bylaw Renewal team directly at zoningbylawrenewal@edmonton.ca. An engagement summary will be prepared and posted to the initiative's website by the end of September 2023.

Communications Approach

The Zoning Bylaw is a complex and lengthy document that can be difficult for many to understand and engage with. In earlier phases of engagement, a number of tools and resources were created to break down zoning topics and help Edmontonians better understand zoning's connection to The City Plan. The award-winning [Making Space podcast](#) and [the City Building Youtube video series](#) are two key educational resources released by Administration to help Edmontonians to meaningfully engage with the project. Additional resources included:

- + Overview of the New Zoning Bylaw
- + Small Scale Residential Zone Modelling
- + Residential Zone Modelling
- + Commercial and Mixed Use Zone Modelling
- + Trending Topics
- + Proposed Zone Equivalencies
- + Rationale for Retiring the Main Streets Overlay
- + Rationale for Retiring the Mature Neighbourhood Overlay
- + Approach to Special Areas
- + Glossary of Terms

- + Frequently Asked Questions

Administration has used a variety of traditional and digital marketing and communications tactics to create awareness about the Zoning Bylaw Renewal Initiative and provide a diverse range of stakeholders opportunities to participate in engagement. These include:

- + Organic social media
- + Paid social media (Facebook, Instagram, Reddit ads)
- + Monthly newsletters (City Building Newsletter, Building Edmonton Newsletter)
- + Zoning Bylaw Renewal's Engaged Edmonton and edmonton.ca websites
- + City of Edmonton public service announcements (PSAs)
- + A mailed taxation notice insert (2022)
- + Postcard drops
- + Digital posters in LRT stations and Ice District area
- + Radio and newspaper ads
- + Spotify podcast ads
- + Marketing packages with sample social media and newsletter content for stakeholders to share with their networks
- + Direct emails and letters to a variety of stakeholders

Research

Two studies were conducted to support the Zoning Bylaw Renewal Initiative:

1. Technology and Implementation: This study explores the City's services, processes and technology, and how changes to the new Zoning Bylaw can improve the user experience, for both internal and external stakeholders.
2. University of Alberta Study: This study, funded by the Social Sciences and Humanities Research Council (SSHRC), explores the intersection between zoning, equity and human rights.

Zoning Bylaw Renewal Initiative Engagement Snapshot

PHASE 1: Research and Foundations (October 2018– February 2021)

October 2018 – August 2019

Nearly 700 people shared feedback through:

- + 15 pop-up events
- + 8 workshops
- + 1 online survey

July – November 2020

- + 4,238 Engaged Edmonton visitors viewed 12 discussion papers and shared 400+ comments through online surveys and virtual idea posts
- + 6 information sessions
- + 15 industry and community-based meetings

November 2020

Conversations with 23 community members with a focus on marginalized, underrepresented and equity-deserving groups

2 check-ins with Urban Planning Committee

PHASE 2: Develop and Build (February 2021 – April 2023)

June – July 2021

- + 698 Engaged Edmonton visitors
- + 2 information sessions (33 attendees)
- + 6 workshops (70 attendees)
- + 49 written workbook submissions

September – October 2021

Youth engagement with students in grades 1 to 6

November 2021

Engagement with Indigenous Partners and Organizations:

- + 1 virtual round table
- + 3 virtual sessions

3 check-ins with Urban Planning Committee

September – December 2022

3,500+ comments, questions and ideas received through:

- + 11 workshops
- + 14 open houses
- + 13 pop-up events
- + 12 'Chats with a Planner'
- + 30+ industry and community meetings
- + Engaged Edmonton: 74,904 draft bylaw and overview document views and 915 comments

PHASE 3: Finalize (May – October 2023)

May 1 – 31, 2023

1,461 comments, questions and ideas received through:

- + 2 virtual information sessions (80 attendees)
- + 20 'Chats With a Planner'
- + 50 virtual ideas
- + Industry and community meetings (200+ participants)
- + Engaged Edmonton: 9,688 draft Bylaw and overview document views and 701 comments

June 1 – July 30, 2023

Engagement in progress. Feedback opportunities through:

- + online survey
- + virtual idea posts
- + emailing the project team

1 check-in with Urban Planning Committee

October 16, 2023

City Council Public Hearing